



WXYZ

ORDER

Print Date 09/24/12

Page 1 of 3

Flight Dates **09/24/12-10/03/12**

Contract / Revision **311822 /**

Original Date / Revision
09/20/12 09/20/12

Advertiser **Judicial Crisis Network**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Judicial Crisis Network

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **924C03**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$45,730.00	\$53,800.00	0.00	08/27/12	09/30/12	38	\$45,730.00	\$53,800.00
October 2012	17	\$18,445.00	\$21,700.00	0.00	10/01/12	10/03/12	17	\$18,445.00	\$21,700.00
Totals	55	\$64,175.00	\$75,500.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/24/12	09/28/12	12-1pm M-F 12-1pm	CM	12-1pm	21211--	:30	7	\$1,000.00	FX	0.00 NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	21211--	7		\$1,000.00		0.00					
N 2	WXYZ	10/01/12	10/03/12	12-1pm M-F 12-1pm	CM	12-1pm	121----	:30	4	\$1,000.00	FX	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	121----	4		\$1,000.00		0.00					
N 3	WXYZ	09/24/12	09/28/12	M-F 3p-4p Katie	CM	3-4pm M-F	1-1-1--	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00



WXYZ

Print Date: 09/24/12

Page 2 of 3

Contract / Revision **311822** Flight Dates **09/24/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Judicial Crisis Network** Product **Judicial Crisis Network**

Estimate # **924C03**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	09/24/12	09/28/12	M-F 3p-4p Katie	CM	3-4pm M-F	1- 1- 1- -	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	1- 1- 1- -					3	\$1,000.00		0.00		
N 4	WXYZ	10/01/12	10/03/12	M-F 3p-4p Katie	CM	3-4pm M-F	1- 1- - - -	:30	2	\$1,000.00	FX	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	1- 1- - - -					2	\$1,000.00		0.00		
N 5	WXYZ	09/27/12	09/27/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- - - 1- - -	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - 1- - -					1	\$1,200.00		0.00		
N 6	WXYZ	10/02/12	10/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- 1- - - - -	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- 1- - - - -					1	\$1,200.00		0.00		
N 7	WXYZ	09/24/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111- -	:30	5	\$700.00	FX	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	11111- -					5	\$700.00		0.00		
N 8	WXYZ	10/01/12	10/03/12	5am News M-F 5am News M-F	CM	5-6am M-F	111- - - -	:30	3	\$700.00	FX	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	111- - - -					3	\$700.00		0.00		
N 9	WXYZ	09/24/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11121- -	:30	6	\$1,600.00	FX	0.00 NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	11121- -					6	\$1,600.00		0.00		
N 10	WXYZ	10/01/12	10/03/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	121- - - -	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	121- - - -					4	\$1,600.00		0.00		
N 11	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S-	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					2	\$900.00		0.00		
N 12	WXYZ	09/29/12	09/29/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	- - - - - S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$900.00		0.00		
N 13	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					2	\$900.00		0.00		
N 14	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					2	\$900.00		0.00		
N 15	WXYZ	09/24/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111- -	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

Print Date: 09/24/12

Page 3 of 3

Contract / Revision **311822** Flight Dates **09/24/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Judicial Crisis Network** Product **Judicial Crisis Network**

Estimate # **924C03**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/24/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--					5	\$2,000.00		0.00			
N 16	WXYZ	10/01/12	10/03/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	111----					3	\$2,000.00		0.00			
N 17	WXYZ	09/29/12	09/29/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					2	\$1,400.00		0.00			
N 18	WXYZ	09/29/12	09/29/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$1,400.00		0.00			
N 19	WXYZ	09/29/12	09/29/12	ABC College Ftbal 330-7p ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$9,000.00	FX	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-					1	\$9,000.00		0.00			
Totals														55	\$75,500.00